ABSTRACT OF THE DISCLOSURE

A technique for generating a web site in accordance with received data entry by: determining at least one characteristic of at least one web site dimension of the web site based on the data entry; generating a multi-dimensional description of the web site based on the determined characteristics; retrieving web site data according to the generated multi-dimensional description of the web site; and generating the web site based upon the generated multi-dimensional description of the web site and the retrieved web site data. The web site data includes dynamic content data from an external data source, and the data entry may include a designation of such an external data source.

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